

# The Heart of Europe

## Project Presentation





**We build holiday homes,  
And we bring them to life.**

# OUR PORTFOLIO

## KLEINDIENST



— THE FLOATING —  
**SEAHORSE**



### The Heart of Europe

A sustainable upscale hospitality, leisure and 2nd home destination, set over 6 islands with extraordinary amenities inspired by the best of Europe, 4km from the shores of Dubai.

[thoe.com](http://thoe.com)

### The Floating Seahorse

The world's first floating villa with an underwater living experience, set over 3 levels, a top sun deck, a sea level deck and an underwater level with views over the coral reefs and marine life.

[thefloatingseahorse.com](http://thefloatingseahorse.com)

### JK Yachts

A fully integrated boat-building firm, specializing in developing luxury vessels and floating structures for The Heart of Europe, from R&D, concept, build, testing and launch.

[kleindienst.ae](http://kleindienst.ae)

### Austria Business Center

A global network of self-contained business premises with multi-lingual staff, strategically located in the world's top cities and optimal business locations, including Dubai.

[austriabc.com](http://austriabc.com)

### RE/MAX Island

A franchise of The RE/MAX Collection and the leading island premium property specialist worldwide. Wherever there is an island, there is RE/MAX Island.

[remaxislands.com](http://remaxislands.com)

# WHY KLEINDIENST



Established over 30 years ago in Austria and Hungary and present in Dubai since 2003



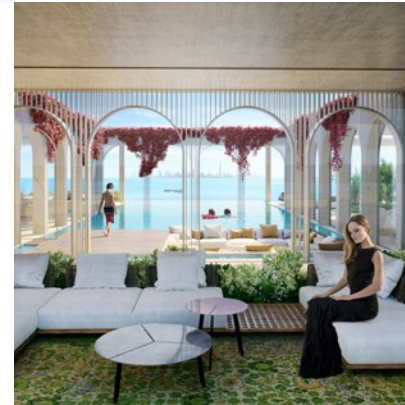
Kleindienst Group is the largest European real estate company in Dubai



Diverse portfolio of business and portfolio of products



Innovation, creating new concepts



Attractive investment opportunities - diversified portfolio

# WHY KLEINDIENST



With more than 1,500 employees



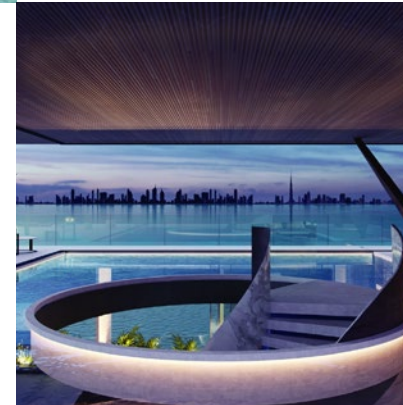
Contributing to DTCM target of adding 40,000 new hotel rooms by 2021



In line with The World's vision to bring sustainability, innovation and the best of Europe to Dubai



Hospitality and second home real estate market with proven high level of demand worldwide



**60 / 40**  
**RETURN FOR LIFE\***

14 days free stay per year

\* Terms and conditions apply

# THE HEART OF EUROPE

## A LOCATION THAT WILL TAKE YOUR BREATH AWAY



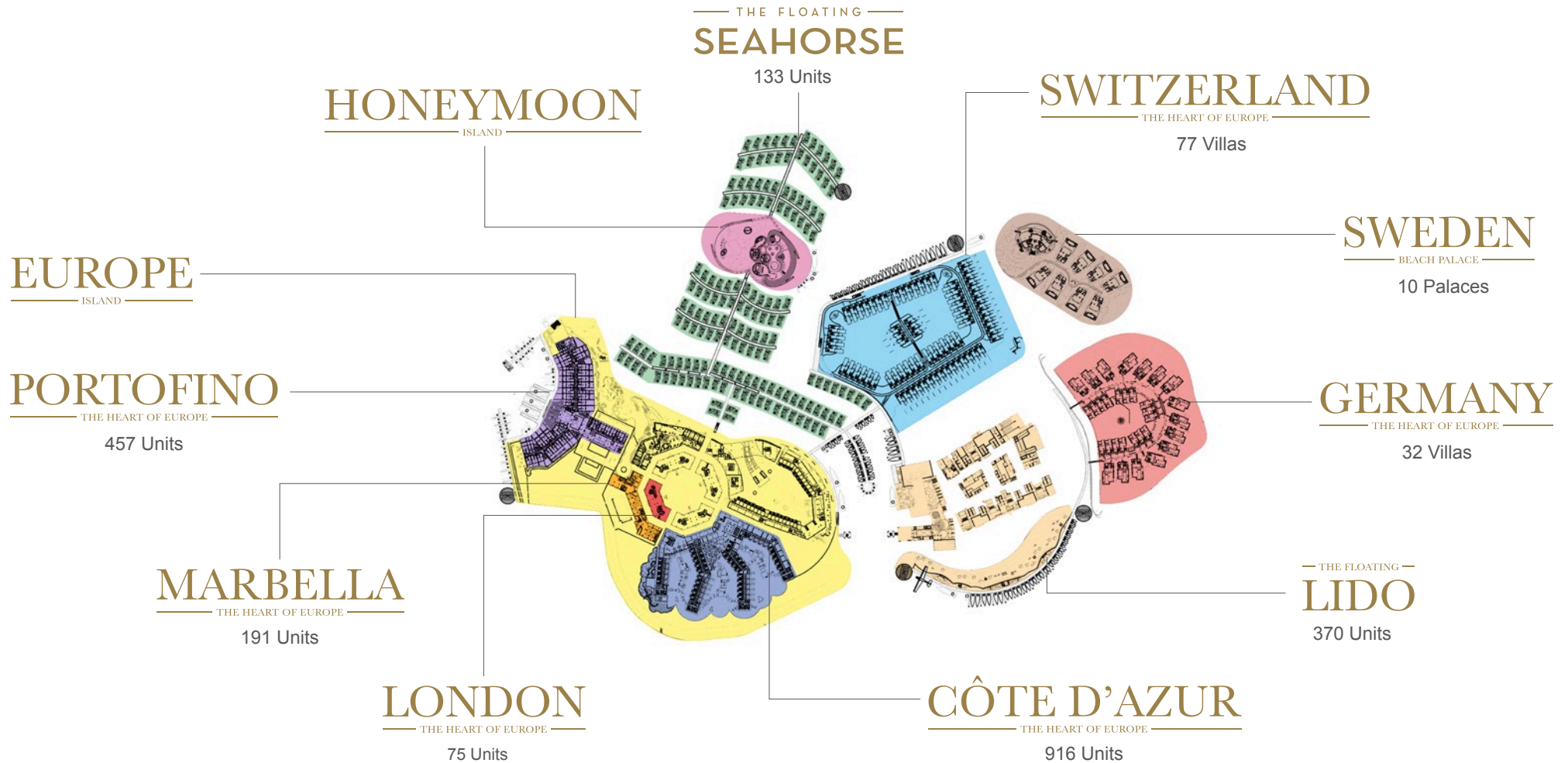
The Heart of Europe comprises 6 islands and it is located at The World, Dubai.

Imagine Maldives-like islands nearby Dubai shores, easily accessible by boat.

We will run a shuttle service every 15 minutes and water taxis, with pick-up points from Dubai mainland.



# THE HEART OF EUROPE MASTERPLAN



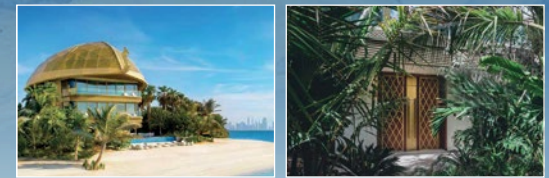
# THE HEART OF EUROPE MASTERPLAN



Portofino



The Floating Seahorse



Sweden Beach Palace



Côte d'Azur

Honeymoon Island

Germany





# THE HEART OF EUROPE A WORLD OF WONDERS



**7**  
WORLD FIRSTS



First Underwater Hotel  
with Gym and Spa



First One Key  
Wedding Hotel



First Floating and  
Underwater Living  
Experience



First Dedicated  
5-Star Family Hotel



First Climate-Controlled  
Raining Street



First Outdoor  
Snow Plaza



First Coral Institute  
in the region

**6**  
ISLANDS



**5B**  
\$ Project Value



**+4,000**  
Units To Be Delivered



**+1,500**  
Employees



**4,000**  
Jobs To Be  
Created



**+51**  
Yearly  
Attractions



**15**  
Hotels & Resorts



# THE HEART OF EUROPE

## THE BEST OF EUROPE IN SUSTAINABLE SETTINGS



European  
festivals



Inclusion of  
nature



European  
climate



Coral reefs  
& Marine life



Authentic & organic  
European cuisine



Architecture  
& Design

# THE HEART OF EUROPE

## DISCOVER A WORLD OF WONDERS



### Spanish Olive Trees

100 to 1,500 years old



### Smart Police Station

First in the world



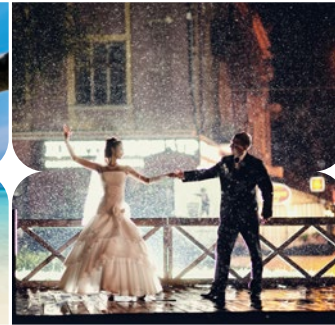
### Maldivian-like Islands

White sandy beaches



### Raining Street

Climate controlled street



### European Festivals

50+ annual events



### Sustainable Landscape

Zero pesticides & fungicides



### Sustainable Ferry

Zero emission



### Tropical Gardens

60+ plants species



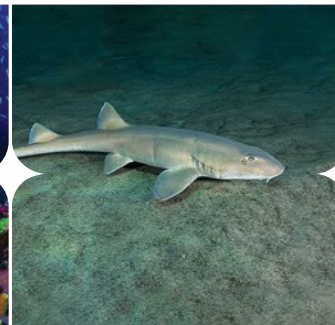
### The Coral Institute

Develop coral reefs & marine life



### Carpet Sharks

Arabian Gulf natives



### An Eco-Approach

Zero discharge project



### Solar Power

Homes using green energy



# THE HEART OF EUROPE

## GUIDING PRINCIPLES



### Attention to Details

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- European themed interior design
- Bathrooms with waterproofing layers to prevent water stagnation
- Thermally insulated roof and facade walls
- Tiles and floor materials thoroughly checked to prevent color variation
- Immersive landscape areas with relaxation/recreational features

### Innovative Design & Feng Shui

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- Windows with double glazing to ensure acoustic and heat insulation
- Electronic dimmer controls in living, dining and bedrooms
- Solar powered water heating system
- Landscaping & jungles inspired by Europe and the Maldives
- Projects constructed and landscaped using Feng Shui practices

### Craftsmanship

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- Bathrooms horizontal surfaces with high resilience ensuring no chipping
- Swimming pool decks with non-slippery materials
- Carpentry works with timber & oak finish
- Tempered glass used for balustrade and partition
- 100 years life time

### Sustainability

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- Pesticides and fungicides free gardens with 60+ plants species
- Solar powered homes & swimming pools & Raining Street (CO2 free)
- Coral Institute rehabilitates coral reefs and marine life from the Arabian Gulf
- Car free environment & sustainable ferry
- Zero discharge project

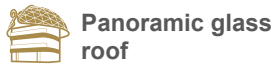
# SWEDEN

— BEACH PALACE —



**SWEDEN ISLAND** shoreline will be home to 10 prestigious beach-front palaces inspired by the beautifully crafted and intricate structure of inverted Swedish Viking vessels.

The glass roof of each majestic residence will resemble the upturned hull of a Viking ship and inside each luxury abode, a stylish interior unfolds.



**Panoramic glass roof**



**Gym and spa with northern lights ceiling**



**Snow and Sauna room**



**Furnished with Bentley Home**



**Party floor on top floor**



**7 Bedrooms**



**Private beach**



**Sustainable jungle**



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**21,689 sq.ft (2,015 sq.m)**

# SWEDEN

— BEACH PALACE —



# SWEDEN

— BEACH PALACE —



# SWEDEN

BEACH PALACE





# SWEDEN

BEACH PALACE



# GERMANY

— THE HEART OF EUROPE —



**GERMANY ISLAND** offers 15 beachfront and 17 lagoon villas, each with stunning waterfront views, tranquility and privacy.

The villas stand magnificent in their architecture, created with a combination of Bauhaus style and bold design accents. Floor to ceiling glass walls invite unfettered light and views of the beach into your villa.

The villas will be solar powered and will have access to the beach and a blue water lagoon nestled at the core of the island.



32 villas



Private beach



200 m<sup>2</sup> lagoon



Bauhaus design



Tropical gardens



Solar powered



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8,658 sq.ft to 9,182 sq.ft (796 sq.m to 853 sq.m)

GERMANY  
— THE HEART OF EUROPE —



# PORTOFINO

THE HEART OF EUROPE



**PORTOFINO HOTEL** is an upscale family hotel located on Europe island. It will be the first hotel in the region to operate and cater exclusively to adults with children.

Portofino architecture is inspired by the Italian city of Portofino and its colorful facade and green hill in the backdrop. The hotel will offer suites with integrated kids bedrooms & playroom, a kid's club and a ladies club & spa, hanging gardens and the astonishing Villa Hadrian on its rooftop.



**453 Sumptuous suites & balconies**



**Lobby with 514 aquariums**



**La Donna (ladies club & spa)**



**Kingdom of Portofino (kids club)**



**Olympic size pool**



**Organic food**



**Private Marina**



**1st family-only hotel In Dubai**



800 sq.ft to 2,773 sq.ft (258 sq.m to 1,457 sq.m)

# PORTOFINO

— THE HEART OF EUROPE —



# CÔTE D'AZUR

THE HEART OF EUROPE



**CÔTE D'AZUR** resort is located on the prime beachfront of Europe island, within walking distance to the main attractions. It comprises 4 boutique hotels, named after the most famous coastal cities in the South of France: Monaco, Nice, Cannes, St. Tropez.

The resort will have direct access to the 800 metres long Rainbow Beach.

The vibrant resort will be home to Mediterranean style suites, each with a balcony and stunning views of the pool and the sea.



916 Keys



Beach access



7 Cultural festivals



Sea and pool view suites



Squash court



Record size sustainable swimming pool



Suites 485 sq.ft to 678 sq.ft (45 sq.m to 63 sq.m)

1 Resort

4 Boutique  
Hotels

5 Star  
Hotels

Monaco •  
198 Keys

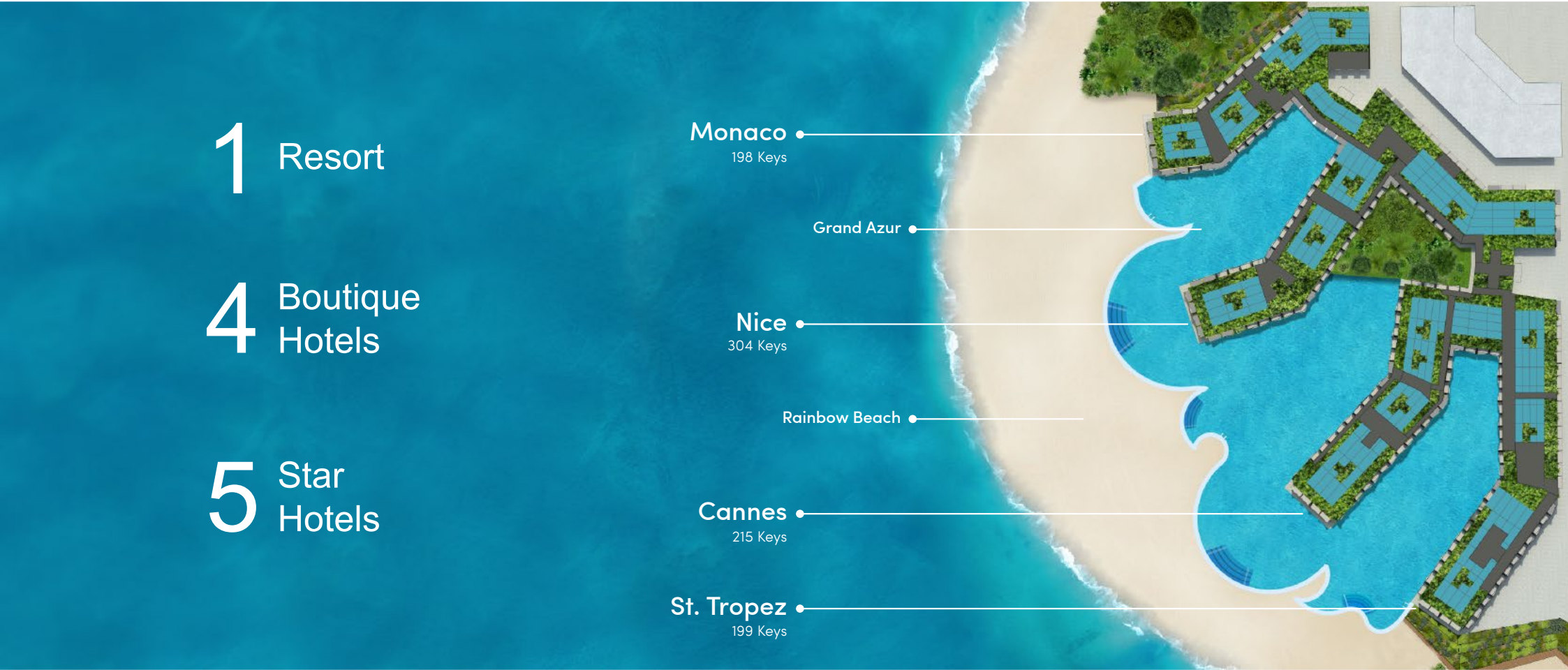
Grand Azur •

Nice •  
304 Keys

Rainbow Beach •

Cannes •  
215 Keys

St. Tropez •  
199 Keys



CÔTE D'AZUR  
THE HEART OF EUROPE

KLEINDIENST





# CÔTE D'AZUR

THE HEART OF EUROPE



# HONEYMOON

ISLAND



**HONEYMOON ISLAND** offers guests an idyllic Maldives-like retreat. This resort is home to the iconic Floating Seahorse, white sandy beaches, an exotic forest, a lagoon bar and a 24/7 check-in desk.

This boutique upscale destination is connected to the Floating Seahorses by floating piers.



Pool access



Beach access



Private butler service



Massage on the beach



4 Restaurants and bar



Retail and shopping



Yoga on the beach



24/7 Dining & check-in



133 Floating Seahorse villas anchored along floating piers that connect to the island.

# HONEYMOON

ISLAND



— THE FLOATING —  
**SEAHORSE**



**THE FLOATING SEAHORSE** is the world first floating villa with underwater living quarters, comprising 3 levels - underwater level, sea level and upper level.

133 Floating Seahorses villas will be built and most of them will be situated at Honeymoon island, a heart shaped island home to a lagoon pool and an exotic forest.



**133 Keys**



**Sleeps up to 8 people**



**Coral reefs gardens & marine life**



**Furnished with Bentley Home**



**Underwater bedrooms**



**Private jacuzzi**



**Water hammock**



**Full home automation**



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**4,004 sq.ft (371.9 sq.m)**

— THE FLOATING —  
**SEAHORSE**



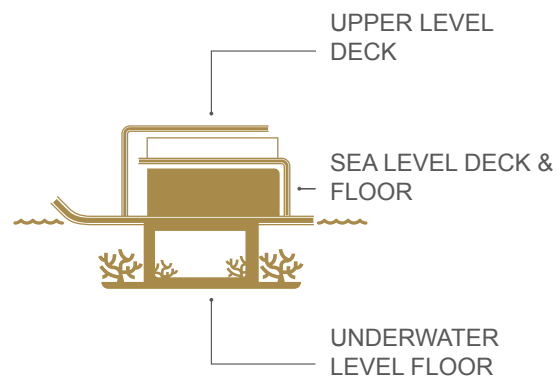
# — THE FLOATING — SEAHORSE



## A Masterpiece of Engineering and Design

13,000+ hours development process led by a team of international engineers and architects.

- Sustainable wall in living room
- Sustainable water hammock
- Coral reefs gardens & marine life from the Arabian Gulf
- 100 years warranty
- DLD title deed





Kleindienst Group partnered with Dubai Police to develop and unveil the world first floating Smart Police Station at the Gitex event in the presence of the UAE Ministry of Interior in October 2019.

The SPS provides unmanned, innovative, high performance e-police services to residents and visitors alike. It also uses solar energy and it relies on one floating solar panel for its power needs. Its underwater quarter will be an educational center about marine life and sustainability.

In addition to providing safety and security services, The Floating Seahorse SPS will also play a crucial role in promoting sustainability and marine life protection at the Heart of Europe development. A series of visits to the SPS are planned for UAE residents, schools and tourists to see first hand the positive impact Kleindienst is having on the marine ecosystem.



# THE HEART OF EUROPE

## PRICES AS OF MAY 2021



As per our corporate guidelines the official starting prices for our projects are:

<b>Sweden Beach Palace</b>	<b>€ 80,000,000</b>
<b>Germany Villa</b>	<b>€ 29,000,000</b>
<b>The Floating Seahorse</b>	<b>€ 20,325,000</b>
<b>The Floating Lido</b>	<b>€ 2,823,462</b>
<b>Portofino</b>	<b>€ 2,471,658</b>
<b>Côte d'Azur</b>	<b>€ 1,720,020</b>



**THE BEST OF EUROPE**  
**ON SIX ISLANDS IN DUBAI**  
**A FEW MILES AWAY, BUT WORLDS APART**



# DISCOVER OUR OTHER PROJECTS ON EUROPE ISLAND

9 highly differentiated boutique hotels offering the best of Europe in sustainable settings.



**Marbella Hotel**

Category:5\* | Keys: 191  
Location: Europe Island



**London Hotel**

Category:5\* | Keys: 75  
Location: Europe Island



**Ibiza Hotel**

Category: 5\* | Keys: 469  
Location: Europe Island



**Hygge Hotel**

Category: 5\* | Keys: 122  
Location: Europe Island



**Tzar Hotel**

Category: 5\* | Keys: 373  
Location: Europe Island



**Munich Hotel**

Category: 5\* | Keys: 82  
Location: Europe Island



**Empress Elisabeth Hotel**

Category:7\* | Keys: 1  
Location: Europe Island



**Amsterdam Hotel**

Category: 5\* | Keys: 115  
Location: Europe Island



**Ikaria Hotel**

Category: 5\* | Keys: 220  
Location: Europe Island



“ We do more than luxury. We do the impossible. ”

Josef Kleindienst  
Chairman, Kleindienst Group



THE WORLD  
DUBAI

**MARKETING & MEDIA ENQUIRIES**

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**THE HEART OF EUROPE  
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